

Your MMM should know what happened **today.**

Now it does.

PlatformSense connects LiftLab's Agile MMM to live advertising-platform signals, so budget decisions reflect what's happening in your campaigns **right now**, not three months ago.

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All MMMs implicitly assume that all impressions are created equal. Most marketers instinctively know this is wrong, so they override the model. PlatformSense changes this by incorporating real-time signals so marketers can discern impression quality as it actually varies. This isn't incremental improvement; it's solving a fundamental problem in econometric measurement.

John Wallace · CEO, LiftLab

Real-time MMM, by the numbers.

90→1

Days of lag reduced to 24-hour intelligence.

70+

Ad platforms ingested — Meta, Google, TikTok, Pinterest, Amazon.

± 20%

Modifier bound — rigorous, never overfit to daily noise.

365×

More optimization cycles per year vs. quarterly MMM.

From live signal to smarter budget.

01 Ingest live platform signals

Pulls CTR, conversion rate, impression share, and verified spend straight from your ad platforms, the same data your media team already tracks daily.

02 Apply daily effectiveness modifiers

Signals become time-varying elasticity modifiers, bounded within $\pm 20\%$, so the model responds to genuine efficiency shifts without overreacting to noise.

03 Budget decisions that reflect today

Recommendations, mROAS, and forecasts refresh every 24 hours, while the econometric foundation built on 1–3 years of data stays finance-auditable.

9 real-world scenarios it's built to address.

Creative Performance

Stronger creative lifts CTR — Sense raises effective elasticity within 24 hours.

Organic Ranking

As SEO cannibalizes paid clicks, Sense adjusts paid elasticity accordingly.

Algorithm Updates

Google & Meta delivery shifts — Sense tracks the resulting efficiency changes.

Ad Fatigue

Catches the gradual CTR decline from repeat exposure before overspend builds.

Audience Shifts

Seasonality and trends move intent — Sense tracks evolving conversion signals.

Data Deprecation

Monitors conversion-rate signals as cookie loss reshapes targeting.

Page Position

Reads impression-share and engagement as ad position or visibility moves.

Auction Dynamics

Detects CPC and impression-share shifts driven by competitive entry or exit.

Demand Shifts

Tracks conversion-rate trends that signal confidence and saturation changes.

What PlatformSense detects in a single week .

CHANNEL	IREV BEFORE	SIGNAL	SENSE	IREV AFTER
Meta	\$2,100	Creative pushed CTR up	+10%	\$2,182
PMax	\$1,000	Competitive pressure	-5%	\$931
CTV	\$2,000	More in-market buyers	+3%	\$1,987
Base	\$4,000	—	0%	\$4,000
Total	\$9,100			\$9,100

Same total budget across channels — clear reallocation signals surfaced within 24 hours.

Activate PlatformSense on your live campaigns.

No new data setup. No waiting for a model rebuild. Daily elasticity intelligence from Day 1.

- Live on your campaigns from **Day 1**. API-connected, ready immediately
- Finance-auditable. Every modifier is fully explainable and traceable
- Dedicated LiftLab data-science support throughout onboarding

[Request a Demo on LiftLab.com](#)

